

1.2 Research Methods



Research Methods

- Social scientists have a range of methods they can use for the third step in the inquiry process- gathering data
- All three areas prefer different approaches

ARE WE WINNING THE WAR ON TERROR?



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THE OLD SELF: RAIDERS' DAUNTE CULPEPPER HOPES TO WIN JOB

Case Studies

- A Case Study is the observation of an individual, a situation, or a group over a period of time
- Why a case study?
- By studying one situation in depth a lot of detail can be uncovered

Case Studies

- Hypotheses about similar situations can be developed

Types of Case Studies

Anthropological Case Study

- A work that deals with the description of specific human cultures
- May study people in one culture at a time in depth

Types of Case Studies

Psychological Case Study

- A work that is grounded in personal experiences and was of looking at the world
- Psychologist would work closely with one individual in order to understand and help that person

Types of Case Studies

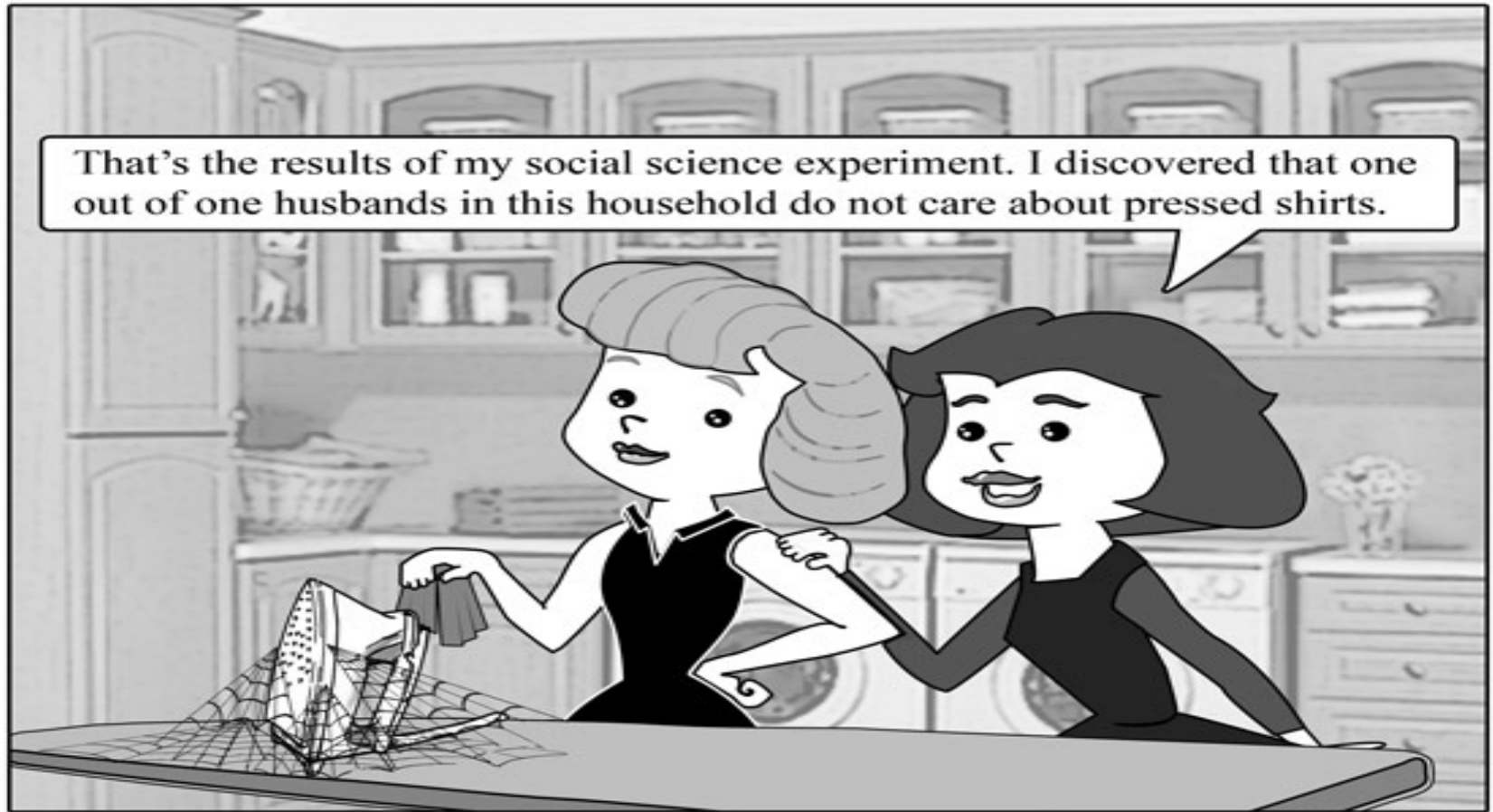
Sociological Case Study

- A work grounded in the structure, development, interaction, and collective behaviour of groups or individuals
- A sociologist may interview the students of one class

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Experiments



Experiments

- The essence of an experiment is to determine how one factor is related to another
- Ex.....could one factor be cause by another
- Ethical care for human beings taken into consideration

Experiments

- Looking at grades and impact of car use

Sample Surveys

Your Opinion Counts!					
<p>Dear Parents: The Head Start Program is committed to providing you and your family with quality services and facilities. Please take a moment to complete this survey to let us know what you think of our services. After you've completed the survey, just drop it in the mail. No postage is required. Your responses will be kept strictly confidential by an independent survey service. What you have to say is important to us. Your opinion counts; please respond today. Sincerely, Your Name, Your Title</p>					
Please fill in One circle for each question.	<u>Unsatisfactory</u>	<u>Needs Improvement</u>	<u>Satisfactory</u>	<u>Excellent</u>	<u>N/A</u>
1. How easy was it for you and your family to enroll in the Head Start program?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. How well do staff answer your questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. How well does Head Start meet your family's needs?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. What is the Head Start program's reputation in your community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. How would you describe communication between staff and parents?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. How do you rate Head Start's role in preparing your child for kindergarten?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. How well did parent meetings meet your needs and interests?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. What is your level of satisfaction with the Head Start program in general?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comments:					

Sample Surveys

- Are used to obtain information about the thoughts or behaviour of a large group of people
- They are called sample surveys because researchers ask questions of a fairly limited number of individuals who represent a large group

Sample Surveys

- Draw conclusions from the smaller sample
- Tool used to gather information is usually a questionnaire
- How many people must be sampled to have a reliable result?

Sample Surveys

- Large enough to include a range of characteristics that might affect the result.
- Population with respect to age, sex, occupation, religion, culture and other characteristics.



Interviews



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Interviews

- Used when a researcher needs detailed information from a few people and is looking for explanations and descriptions of thought and behavior
- Dialogue between interviewer and subject

Interviews

- Questions are prepared in advance
- Interviewer may stay with these questions or allow the interview to develop according to the discussion that follows

Observation

- Learn about how people respond in certain situations
- Observation methods have the advantage of helping researchers learn about people in their normal surroundings

Observation

- Several methods

Unstructured Observation

- Studying people without a predetermined idea of what to look for
- Cafeteria, Park Bench

Observation

Structured Observation

- involves planning ahead of time what will be observed and noted, and keeping a list of things to look for
- Car use on grades

Observation

Participant Observation

- used mainly by anthropologists
- Observes group but also participates in the group's activities
- Living in other cultures



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